2010 Eos

Das Auto.

All around the world, it's

Did you know that a Volkswagen was named the 2009 World Car of the Year?* Or that Volkswagen has ESP® standard on all 2010 vehicles? Or that we provide a Carefree Maintenance™ Program** on all our 2010 cars? Or that we were the first to make clean diesel available in all 50 states? Or that we have more autos with 25 highway mpg or better than any other brand?† And that we have more cars and SUVs named 2009 IIHS Top Safety Picks than Volvo?†† How about that right now, the VW forest is growing in Louisiana thanks to the Volkswagen Carbon Neutral Project—the first US carbon offsetting program initiated by a car manufacturer? There may be a lot you don't know about Volkswagen. In the pages to come, you'll discover how the people and the automotive press are flipping their lids over the world's first hardtop convertible in its class—the Volkswagen Eos.

What will we do first, next?

*The 2009 Volkswagen Golf was awarded "2009 World Car of the Year" by World Car of the Year Awards. See www.wcoty.com for details. **The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance intervals for 3 years or 36,000 miles, whichever occurs first. Coverage is during the term of the new vehicle limited warranty, at no additional charge. Some limitations apply. See dealer or vehicle maintenance program booklet for details. †Based on MY09 highway EPA estimates for all car brands. Your mileage will vary. ††"Top Safety Pick" based on 31mph side-impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features.

what the people want.

Komfort, Candy White, 18" Velos Wheels

The people have a soft spot for this hardtop.

Meet the Volkswagen Eos, the award-winning hardtop convertible from Volkswagen, aptly named after the goddess of wind and dawn. In a world of expensive European drop-tops, Eos was the first hardtop convertible with a sunroof in its class. Smart and safe, it earned a 2009 IIHS Top Safety Pick.* If that sounds like music to your ears—and feels like wind through your hair—then the Eos might just be right for you.

Safe and sexy. That's a combination I can get on board with.

*"Top Safety Pick" based on 31mph side-impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features.

Komfort, Reflex Silver Metallic, 18" Velos Wheels

The people want the next great Volkswagen convertible.

Volkswagen has a rich history of dropping the top. From the original Beetle convertible to the iconic Karmann Ghia to the classic Cabriolet, Volkswagen has engineered fun into countless driving experiences. Now, the culmination of all that rich drop-top history comes in the shape of a 2-door hardtop convertible. It isn't just the next thing, it's the next great thing.

The people want a convertible, but want to be able to change their minds.

Convertibles, just like any other species, evolve. The latest evolution of the convertible at Volkswagen takes a mere 25 seconds to open or close. In a stunning display of engineering, hydraulics in the top orchestrate a speedy, reliable transformation from hardtop to open air. When closed, the Coupe-Sunroof-Convertible roof remains airtight and ultra-quiet at any speed, keeping the interior light and airy. The integrated sunroof opens wide for those days you want just a little bit of outdoors. Why? Because the people want to change their minds without having to change their car.

In life you gotta be versatile.
Same goes for your auto.

Coupe

Sunroof

Convertible

Lux, Candy White, 18" Velos Wheels

Lux, Cornsilk Beige, Leather, RNS-510 Navigation Option

The people want an interior that's also an exterior.

Take your seat in the best of both worlds. In fact, fun comes standard, along with an interior that calls out to the driver with comfortable seating, touchable controls, and a view that can't be beaten. When night falls, bathe in the ever-so-cool white lighting. Also inside, you'll find:

A rear wind blocker that installs over the rear seats to help reduce wind in the front seats.

Climatronic® climate control system to warm you when it's chilly or chill you when it's warmy.

Standard Bluetooth® Hands-Free calling with voice control, so you can keep your hands on the wheel and your eyes on that oh-so-curvy road. Cutting-edge features include phonebook import and touchscreen operation via the optional navigation system.*

Fully upholstered luggage compartment that holds a surprising amount of your goods, up to 10.5 cubic feet of space with the top up, and 6.6 cubic feet with the top down.

AUX-in jack for plugging in any MP3 player.**

Euro styling meets high-tech safety with fog lights woven into the front bumper.

12-way power driver's seat, perfect for getting in a good driving position or an even better sunbathing position.

Glovebox with adjustable cooling feature to store anything from sunscreen to sandwiches.

"Easy entry" front seats so rear seat passengers can get in without becoming human pretzels.

A pop-up wind deflector integrated into the windshield frame.

Heatable front seats for not-so-convertible days.

Even the bells and whistles have bells and whistles.

*Sold separately. **Requires optional cables.

The people want a car that turns them on.

The Eos features a 2.0L TSI engine that will make the small hairs on the back of your neck stand on end. The high-revving, Autobahn-tested, direct fuel-injected turbocharged engine cranks out 200hp and 207lbs-ft of torque, making this 2-door coupe remarkably fun, no matter which position the roof is in. Available in either 6-speed manual or 6-speed automatic with race-inspired Tiptronic® and DSG®—a twin clutch system that shifts gears quicker than you can say "whoa." If you think German engineering sounds sweet already, just wait until you hear it with the top down.

Lux, Black, 18" Veracruz Wheels

Combination Head/Thorax Airbags*
Airbags deploy to help reduce head and upper torso injury in the event of side impact.

Anti-Slip Regulation (ASR) and Engine Braking Control (EBC)
Help improve handling and prevent compression-induced skidding in slippery conditions.

Dual Front and Side Airbags*
Can deploy within 5 hundredths of a second.

Lower Anchors and Tethers for CHildren (LATCH)
A standardized child-safety seat system.

Lux, Thunder Blue, 18" Velos Wheels

Electronic Brake-pressure Distribution (EBD)
Senses exactly how your Eos is braking, then applies just the right amount of braking power to each individual wheel as needed. So if you're ever forced to slam on the brakes, there's a better chance you'll stay straight. And in your lane.

LED Technology
The rear brake lights are all illuminated using Light Emitting Diodes that light up instantly and shine bright, to help keep your backside optimally visible and out of harm's way. Plus they use less power, and can last significantly longer than traditional bulbs.

Electromechanical Power Steering System
Eos has variable power steering, which means you'll get a consistent response, no matter how fast (or slowly) you're driving. Plus it doesn't use steering fluid, so it is a completely sustainable solution. Which makes it a better solution for the environment too.

Bi-Xenon™ Headlights with AFS Technology
Optional Bi-Xenon™ headlights shine brighter than halogen or normal filament bulbs. Bi-Xenon™ headlights move with the steering wheel to provide better visibility through turns, regardless of speed. The powerful light beam is created by an arc of electricity inside the light bulb filled with xenon gas, to give you better visibility in even the murkiest road conditions.

*Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. To minimize injury risks, children should not lean or rest against side airbags.

The people want safety standards to be standard.

The Eos comes standard with 40 safety features that make up the Prevent and Preserve Safety System. The features work in harmony to both help you avoid a crash, and help protect you if a crash is unavoidable. And we are constantly updating it, because when it comes to safety, there's always room for improvement.

I have a sense of humor about a lot of things. Safety isn't one of them.

Lux, Cornsilk Beige, Leather, RNS-510 Navigation Option

What's the best music to apply sunscreen to?

Standard on the Eos is Volkswagen's touchscreen Premium VIII radio with 8 speakers, an in-dash, 6-disc CD changer (with MP3 and WMA compatibility), an SD Memory Card reader, and a generous dose of audio love. A Media Device Interface (MDI) lets you plug in anything, from your favorite MP3 player to an electric guitar.*

The joy of driving mingles with the joy of getting there with Eos's optional state-of-the-art touchscreen navigation and entertainment system. The user-friendly unit combines a sophisticated radio with precise touchscreen navigation and an easy-to-read 6.5-inch monitor. A 30GB hard drive stores map data and audio files that can be brought into the device via the optical drive or an integrated SD card slot. The optical drive is capable of playing back audio CD, DVD, and DVD audio formats. The plug-and-play MDI lets you link up with just about any MP3 or USB device.*

Also included are 6 introductory months of SIRIUS® Satellite Radio with 100% commercial-free music, plus all your favorite sports, news, talk, and entertainment. Plus 3 introductory months of SIRIUS Traffic,™ delivering real-time traffic data into the optional navigation system.

And you'll connect yourself completely with the Bluetooth Hands-Free Calling with voice control, so you can keep your hands on the wheel and your eyes on that oh-so-curvy road. Cutting-edge features include phonebook import and touchscreen operation via the optional navigation system.**

SIRIUS SATELLITE RADIO

German engineering,
meet German technology.
You two play nice now.

*Requires optional cables. **Sold separately.

Lux, Cornsilk Beige, Leather

V-Tex

Cornsilk Beige

Moonrock Gray

Titan Black

Leather

Cornsilk Beige

Moonrock Gray

Titan Black

Teak

Red

The perfect interior to match your tan.

The Eos comes in a variety of interior options. Buttery leather comfort seats are available in Cornsilk Beige, Moonrock Gray, Titan Black, Teak, and Red. Smooth-as-silk and tough-as-nails V-Tex leatherette also comes in Cornsilk Beige, Moonrock Gray, and Titan Black.

Whether they're serving as a lounge chair for sunbathing, or first-class seating for an epic road trip, the seating surfaces in your Eos are bound to please. Standard on Komfort trim vehicles are V-Tex leatherette seats, soft like leather but durable like rhino hide. On Lux level autos, our Vienna seats offer buttery-soft leather centers for optimal cruising comfort.

What do you get for the convertible that has everything?

The convertible that was chosen as a 2008 Best New Road Trip Vehicle by Kelley Blue Book's kbb.com* comes standard with just about anything you could need. Naturally, being a Volkswagen, there are always more ways to make it more uniquely yours. Options include:

18" Veracruz, 18" Velos, 17" Akiros, or 17" Le Mans wheel package, including all-season tires.

6-speed automatic DSG with Tiptronic and sport mode. A race-inspired shifting system that lets the driver shift like a manual or cruise in auto. Linked to one of the world's fastest clutch systems, the DSG is optional on Komfort and standard on Lux.

Bi-Xenon™ headlights with AFS technology offer bright light and a safer drive. AFS senses movement in the steering wheel and 'steers' the headlights around corners to provide more light and more security at night.

VW gear for VW gearheads: drivergear.vw.com

*For more information about the "2008 Best New Road Trip Vehicles" from Kelley Blue Book's kbb.com, visit www.kbb.com/roadtrip08

17" Le Mans Wheels

18" Velos Wheels

18" Veracruz Wheels

Komfort, Reflex Silver Metallic, 18" Velos Wheels

Exterior colors

Candy White

Black

Opal Silver

Eismeer Blue Metallic

Salsa Red

Reflex Silver Metallic

Thunder Blue

Standard Features

Komfort

Includes: 2.0L, 200hp TSI engine; 16" Adelaide alloy wheels with all-season tires; Power retracting hardtop roof; Power panoramic sunroof (tilt/slide with manual sunshade); Climatronic automatic dual-zone climate control; Microtech Anthracite interior trim; V-Tex leatherette seating; 12-way power adjustable driver's seat with power lumbar support; 8-way manually adjustable passenger seat with manual lumbar; "Easy entry" access to rear seating (power driver and manual passenger); Heatable front seats and heated washer nozzles; Non-folding pass-through rear seats with lockable storage; Touchscreen Premium VIII radio with 8 speakers, MP3 compatible, in-dash, 6-disc CD changer, AUX-in, and SIRIUS Satellite Radio with 6-month trial service; Front fog lights; Leather multi-function steering wheel, shift knob, and brake handle; ESP, ABS with braking control, ASR, EDL, EDTC, TPMS.

Lux

Includes Komfort features, plus: 17" Sienna alloy wheels with all-season tires; Burled Walnut interior trim; Self-dimming rearview mirror; 12-way power adjustable front passenger seat with power lumbar; Powered "Easy entry" access to rear seating for both front seats; Rain-sensing wipers; Heatable power-folding exterior sideview mirrors with self-dimming driver's side; Automatic headlights with Coming Home feature.

With over 130 channels, SIRIUS Satellite Radio brings you more of what you love. Get 69 channels of 100% commercial-free music, plus all your favorite sports, news, talk, and entertainment. Everything worth listening to is now on SIRIUS.

SIRIUS SATELLITE RADIO

Lux, Black, 18" Velos Wheels

Specification overview

Exterior

		Komfort	Lux
Body	Fully galvanized sheet metal	S	S
Lights	Halogen headlamps with clear, lightweight, chip-resistant polycarbonate lenses, and Daytime Running Lights (DRL)	S	S
	LED technology for rear marker, brake, and turn signal lights	S	S
	Adaptive Front-lighting System (AFS), directionally adjustable lighting automatically responds to driver input, included with Bi-Xenon™ high intensity gas discharge headlamps and Daytime Running Lights (DRL)	P	P
	Halogen reflector lens fog lights, integrated into front bumper	S	S
Mirrors	Power exterior rearview mirrors, heatable with turn signals	S	-
	Power exterior rearview mirrors, folding, heatable, with turn signals and self-dimming on driver's side	-	S
Roof	Panoramic power tinted glass sunroof, externally guided, tilt and sliding, with tinted glass and manual sunshade	S	S
	CSC (Coupe-Sunroof-Convertible) automatic folding hardtop roof, multi-piece, with heated rear glass window	S	S
Wheels	Tire Pressure Monitoring System (TPMS)	S	S
	16" alloy wheels with anti-theft wheel locks	S	-
	17" alloy wheels with anti-theft wheel locks	O	S
	18" alloy wheels with anti-theft wheel locks	-	O
Wipers/Washers	Heated windshield washer nozzles, front	S	S

Interior

		Komfort	Lux
Air Conditioning	Climatronic dual-zone electronic climate control with pollen filter	S	S
Alarm/Anti-Theft	Alarm/anti-theft vehicle alarm system for doors, hood, trunk, and radio; Starter interrupt, with Autolock function and audible and visual activation	S	S
	Immobilizer III theft-deterrent system	S	S
Audio	Touchscreen Premium VIII radio with MP3 compatible, in-dash, 6-disc CD changer, AUX-in for external audio source, and 8 speakers	S	S
	SIRIUS Satellite Radio with introductory 6-month service	S	S
	Dynaudio Premium Sound System, with 10 high-end speakers (4 tweeters, 2 midrange, 4 woofers); Amplifier delivers 600 watts and includes DSP (Digital Sound Processor) technology	-	O
	Media Device Interface with iPod® cable	O	O
	Bluetooth Hands-Free calling with voice control	S	S
Cruise Control	Cruise control	S	S
Defroster	Electric rear window defroster	S	S
Instrument Cluster	Speedometer, tachometer, odometer, trip odometer, fuel gauge, coolant temperature, clock, and outside temperature	S	S
	Multi-function trip computer featuring compass, trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, oil temperature, radio station display, and personalizing function	S	S
Keys	2 radio-frequency remote transmitter key fobs with lock, unlock, rear trunk release, panic button for central locking, and selectable access valet key feature	S	S
Lighter/Outlets	(2) 12V power outlets	S	S
Lighting	Dual front reading lights, illuminated glovebox, and luggage compartment lighting	S	S
Locks	Automatic locking feature, doors lock when vehicle reaches 8mph; Doors unlock automatically upon airbag deployment	S	S
Mirrors	Driver and front passenger vanity mirrors, illuminated with covers	S	S
Restraint Systems	Driver and front passenger, front airbag supplemental restraint system. Includes Passenger Occupant Detection System (PODS)*	S	S
	Driver and front passenger, combination head/thorax supplemental airbag restraint system*	S	S
	3-point safety belts for all 4 seating positions, includes safety belt pre-tensioners for front seats	S	S
	Pyrotech (electric) safety belts, front only	S	S

Interior

		Komfort	Lux
Restraint Systems (Cont.)	Optimized front headrests	S	S
	Rollover protection system, automatic, behind rear head restraints. Rollover protection elements are extended by spring tension, in the event of severe frontal, side, and rear collisions, or in case of vehicle rollover or extreme lateral tilt	S	S
	LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points	S	S
Seating, Front	12-way power adjustable driver's comfort seat, including 4-way power adjustable lumbar support; 8-way manual adjustable passenger seat	S	-
	12-way power adjustable driver and passenger comfort seats, including 4-way power adjustable lumbar support	-	S
	Power "Easy entry" driver and front passenger seats	-	S
	Power "Easy entry" driver's seat	S	-
	Heatable front seats	S	S
Seating, Rear	Rear center pass-through armrest, foldable, lockable, with storage compartment	S	S
	Rear seat head restraints	S	S
Special Features	Navigation & Entertainment System "RNS-510" with 6.5" color touchscreen in center console. Includes 3-month trial SIRIUS Traffic and 6-month trial SIRIUS Satellite Radio. Built-in SD card slot allows for transferring pre-stored destinations and music from PC onto the built-in 30GB hard disk. Generic AUX-in jack for media players and optional iPod interface "MDI"	O	O
Steering Wheel	3-spoke leather multi-function steering wheel, height-adjustable, and telescoping steering column	S	S
	Steering wheel deformable upon impact	S	S
Storage	4 cupholders, 2 front, 2 rear	S	S
Upholstery	V-Tex leatherette seating surfaces	S	-
	Leather seating surfaces	-	S
Windows	Power windows with pinch protection; Front windows with automatic 1-touch feature, operable from driver's side only	S	S

Technical

		Komfort	Lux
Brakes	Power-assisted front vented disc brakes (312 mm); Rear solid disc brakes (280 mm)	S	S
Engine	2.0L TSI turbocharged engine with direct injection, 16-valve in-line 4-cylinder, 200hp, and 207lbs-ft of torque	S	S
Steering	Electromechanical power steering system with variable assistance and active return	S	S
Suspension	Independent suspension with front MacPherson struts and rear fully independent 4-link suspension	S	S
Traction Control	Anti-lock Brake System (ABS) and Anti-Slip Regulation (ASR) with Electronic Brake-pressure Distribution (EBD)	S	S
	Electronic Differential Lock (EDL)	S	S
	Electronic Stabilization Program (ESP) with brake assist and disc wipe feature	S	S
Transmission	6-speed manual transmission	S	-
	6-speed automatic DSG transmission with Tiptronic	O	S
Warranty	12-year/unlimited mileage, Limited Warranty Against Corrosion Perforation	S	S
	5-year/60,000-mile (whichever occurs first), Powertrain Limited Warranty	S	S
	3-year/36,000-mile (whichever occurs first), New Vehicle Limited Warranty	S	S
Roadside Assistance†	3-year/36,000-mile (whichever occurs first)	S	S

Dimensions		
	Wheelbase	101.5 inches (2,578 mm)
	Front Track	60.8 inches (1,545 mm)
	Rear Track	61.1 inches (1,553 mm)
	Length	101.5 inches (2,578 mm)
	Width	70.5 inches (1,791 mm)
	Height	56.8 inches (1,443 mm)
	Cargo Volume (Coupe)	10.5 feet^3 (0.29 m^3)
	Cargo Volume (Convertible)	6.6 feet^3 (0.18 m^3)

S Standard, at no additional charge O Option, at additional charge P Part of option package, at additional package charge – Not Available

*Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. †Roadside assistance provided by Cross Country Automotive Services.

The Volkswagen Carefree Maintenance Program.*

Volkswagen is proud to offer 3 years or 36,000 miles of no-charge scheduled maintenance on the 2010 Eos. The program includes oil and filter changes, brake checks, fluid checks, tire rotation, and airbag checks, just to name a few.

Volkswagen Carefree Maintenance®

*The Volkswagen Carefree Maintenance Program covers the Eos's 10K, 20K, and 30K scheduled maintenance intervals, for 3 years or 36,000 miles, whichever occurs first. Coverage is during the term of the new vehicle limited warranty, at no additional charge. Some limitations apply. Does not include routine wear and tear on parts such as brakes, tires, wiper blades, light bulbs, etc. See dealer or vehicle maintenance program booklet for details.

Komfort, Reflex Silver Metallic, 18" Velos Wheels

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